



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : Peter M. Black et al.

Examiner: Bartuska, Francis John

Application No. : 09/738,471

Group Art Unit: 3627

Filing Date : December 15, 2000

Art Unit : 3627

Title : TARGETED E-COMMERCE SYSTEM

Mail Stop AF  
Commissioner for Patents  
PO Box 1450  
Alexandria VA 22313-1450

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MAR 15 2004  
**GROUP 3600**

March 8, 2004

**COMMUNICATION PURSUANT TO RULE 116**

Sir:

In response to the Office Action dated September 9, 2003, please reconsider the above-identified application in light of the following:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 6 of this paper.